

ADI (rank)	1989 TSA households (000)				ADI (rank)	1989 TSA households (000)			
	ABC	CBS	NBC	Fox		ABC	CBS	NBC	Fox
Raleigh-Durham, N.C. (34)	82	87	48	31	Springfield, Mo. (82)	18	43	56	18
Rapid City, S.D. (168)	17	3	12	—	Springfield-Decatur-Champaign, Ill. (74)	35	43	54	14
Reno (119)	22	16	21	10	Syracuse, N.Y. (68)	42	51	58	13
Richmond, Va. (61)	55	65	62	24	Tallahassee, Fla.-Thomasville, Ga. (117)	10	48	11	2
Roanoke-Lynchburg, Va. (70)	32	59	52	6	Tampa-St.Petersburg-Sarasota (17)	137	169	222	43
Rochester-Austin, Minn.-Mason City, Iowa (147)	18	13	20	—	Terre Haute, Ind. (125)	10	28	35	—
Rochester, N.Y. (71)	46	44	51	21	Toledo, Ohio (64)	47	66	82	25
Rockford, Ill. (139)	24	25	31	9	Topeka, Kan. (138)	11	24	22	—
Roswell, N.M. (195)	—	10	—	—	Traverse City-Cadillac, Mich. (134)	14	39	32	—
Sacramento-Stockton, Calif. (21)	102	105	147	85	Tucson, Ariz. (81)	33	30	44	19
St. Joseph, Mo. (189)	13	—	—	—	Tulsa, Okla. (54)	63	63	63	25
St. Louis (18)	110	142	192	40	Tuscaloosa, Ala. (185)	—	8	—	24
Salinas-Monterey-San Jose, Calif. (111)	34	16	35	10	Twin Falls, Idaho (202)	—	8	3	—
Salisbury, Md. (163)	11	23	12	—	Tyler-Longview, Tex. (124)	34	11	19	—
Salt Lake City (40)	59	59	79	18	Utica, N.Y. (161)	11	—	24	3
San Angelo, Tex. (190)	—	10	—	2	Victoria, Tex. (206)	3	—	6	—
San Antonio, Tex. (43)	61	69	87	22	Waco-Temple, Tex. (97)	18	44	35	7
San Diego (24)	87	92	85	58	Washington (9)	186	188	227	216
San Francisco-Oakland-San Jose (5)	233	219	256	222	Watertown-Carlhage, N.Y. (172)	5	16	13	—
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (112)	20	16	18	—	Wausau-Rhinelander, Wis. (133)	26	28	13	—
Sarasota, Fla. (155)	19	—	—	—	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	28	68	87	36
Savannah, Ga. (103)	14	40	33	6	Wheeling, W.Va.-Stebenville, Ohio (142)	—	33	35	—
Seattle-Tacoma (15)	131	103	160	55	Wichita-Hutchinson, Kan. (59)	44	53	50	14
Shreveport, La.-Texarkana, Tex. (65)	52	59	64	14	Wichita Falls, Tex.-Lawton, Okla. (135)	16	20	22	8
Sioux City, Iowa (128)	23	8	29	—	Wilkes Barre-Scranton, Pa. (52)	76	55	69	20
Sioux Falls-Mitchell, S.D. (100)	30	37	19	2	Wilmington, N.C. (149)	21	7	55	—
South Bend-Elkhart, Ind. (84)	37	44	60	—	Yakima, Wash. (127)	17	23	23	—
Spokane, Wash. (77)	40	37	47	15	Youngstown, Ohio (89)	33	44	50	—
Springfield, Mass. (96)	30	—	42	—	Zanesville, Ohio (201)	—	—	9	—

Syndication Marketplace

Trial By Jury, a new daily half-hour first-run series hosted by Raymond Burr, has been cleared in 100 markets, including all of the top 10 markets. The barter strip (distributed by **Viacom**) has been sold to NBC O&O's in New York (WNBC-TV), Chicago (WMAQ-TV), Washington (WRC-TV) and Cleveland (WKYC-TV). It has also cleared with Cox, Meredith, Fox, Chris-Craft, Hearst, LIN, Viacom and Bonneville station groups. Premiering Sept. 11, the series will dramatize court cases, with Burr guiding viewers through each program, setting up the case, highlighting key testimony, and summarizing evidence. At the conclusion of each trial, a jury will arrive at a verdict. **Trial By Jury** is a dick clark production in association with Bob Stewart Productions.

MCA TV's Lassie, the new, weekly half-hour series for first-run syndication that marks the return of the world's most beloved Collie, has been cleared in 142 markets representing 95% of the U.S. The canine drama has cleared all of the 60 top markets, including 95 of the top 100, and is slated for a premiere this fall. **Lassie** stars Dee Wallace Stone ("E.T."), Christopher Stone, Will Nipper and Wendy Cox, as well as a seventh-generation descendant of the original television Collie. Jon Provost, who portrayed "Timmy" when the original series aired from 1957-64, has a recurring role in the new series. **Lassie**, an Al Burton Production, is a co-venture of Palladium Entertainment and MCA TV.

The Video Store, a television program created exclusively for the more than 150 million VCR owners in the U.S., has been given a firm go to air beginning this fall. Co-distributors **All American Television** and **MG Perin Inc.** announced that the weekly half-hour series has cleared 65% of the country and all of the top 10 markets, including WNBC-TV New York, WPWR-TV Chicago, KNBC-TV Los Angeles, KVVU-TV Philadelphia, WBZ-TV Boston and KPIX-TV San Francisco. Co-hosts (yet to be named) will feature the latest information on the hottest video releases, classic "oldies," "sleeper" video feature films, alternative viewing choices and children's programming. **The Video Store** is produced by Bluebonnet Productions, and is being offered to stations on a barter basis (3½ minutes local and 3 minutes national commercial time). In related news, All American also announced that **Crime Stoppers 800** added WNBC-TV to its list of 65 stations set to clear the show for fall 1989.

Genesis Entertainment has sold **The Best of the National Geographic** through the 1993-94 syndication season on 115 TV stations representing 81.7% of the country. Stations committing to the programs for a six-year cash license period are WWOR-TV New York, WTTW-TV Chicago, WJLA-TV Washington, WSB-TV Atlanta, WWL-TV New Orleans and KOIN-TV Portland, Ore. As part of the 1990 TV season, **The Best of the National Geographic** will celebrate its 25th year on television. Genesis also announced that it has awarded the barter sales for **The Byron Allen Show** to Television Program Enterprises. TPE sells the national advertising time for barter shows including **Star Search**, **Lifestyles of the Rich and Famous** and **Entertainment Tonight**.

Buena Vista Television has cleared 90% of the U.S. TV market and all of the 30 top ADI's for the upcoming **Walt Disney World 4th of July Spectacular**. The two-hour prime time barter offering will broadcast live (8-10 p.m. ET) from Walt Disney World in Orlando, Fla. The first annual event in 1988 had an original 94% clearance rate with a 7.2 national rating, and beat ABC's 6.4 rating and 99% clearance with its **Starspangled Celebration**, according to a Disney spokeswoman. Tribune Broadcasting System is renewing the show for all six of its O&O stations (covering the top three markets), and six Fox-owned stations have run the tally to 120 stations in the fold.

This year's July 4th celebration will premiere nationally televised tours of two newly opened Walt Disney World attractions—Pleasure Island, the nighttime entertainment district, and Typhoon Lagoon, a state-of-the-art water theme park. NBC's **Today** show weatherman Willard Scott and Gretchen Carlson, Miss America 1989, will host coverage of the Walt Disney Parades. Entertainers include the Temptations, the pop-rock group New Kids on the Block and gospel singer Sandi Patti.

DLT Entertainment Ltd.'s The Mystery Wheel of Adventure movie package has been cleared in all of the top 30 markets and has reached a 70% clearance level in the U.S., the company announced. The feature package, premiering this fall, include six movies based on Leslie Charteris's novels featuring **The Saint** and adaptations of Dick Francis's mystery novels, including "Blood Sport," "Twice Shy" and "In the Frame." Another pre-sold international feature will be announced shortly.